

HEALTHY NUTRITION

Healthy nutrition is a health priority in Eau Claire County because...

Many people of all ages have a diet that is too high in calories, saturated fat, sodium, and added sugars, while lacking enough fruits, vegetables, whole grains, lean proteins, and other important nutrients. Poor nutrition contributes to many costly diseases, including obesity, heart disease, and some cancers. Higher rates of obesity and chronic diseases have been found in areas with decreased access to healthy foods. Socioeconomic or geographic factors can be obstacles for healthy eating. Fruit and vegetable consumption is strongly dictated by the food environment in the community in which you live. In 2018, 9% of Eau Claire County’s population lacked access to healthy foods.²¹ On the community health survey, 72% of respondents said healthy nutrition is a problem in our county because people cannot afford enough food. 52% said that making the healthy choice when it comes to nutrition is not the easy or desirable option.⁵

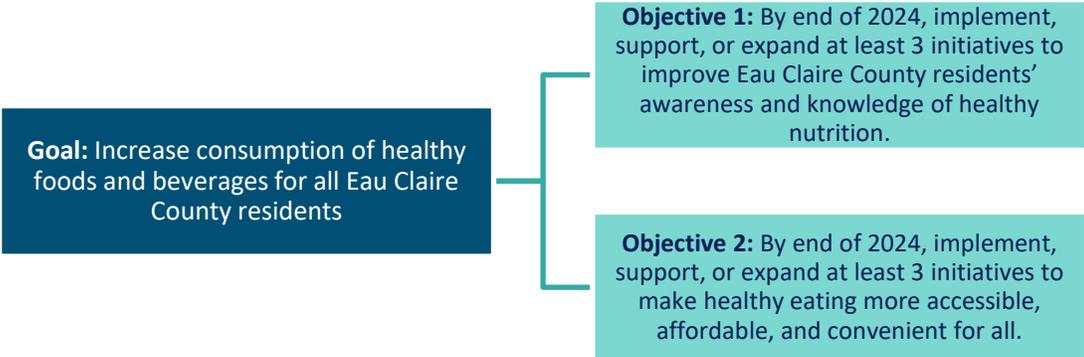
Promotion of healthy nutrition is important to Eau Claire County.

Access to fresh, healthy, and affordable food is essential to the optimal growth and development of children and disease prevention in adults. Good nutrition is also a critical component to maintaining a healthy weight and preventing obesity among all ages. People with regular healthy food intake are at lower risk for developing chronic conditions. For people with chronic diseases, healthy eating can help with management of these conditions and prevention of associated complications. Communities are healthier when all people have access to adequate amounts of nutritious foods.



Goal and Objectives

Members of the Chronic Disease Prevention Action Team identified the following goal and objectives based on several factors: root cause, evidence, community input, [assets](#) (located in the appendix of the CHA), alignment with [state](#) and [national](#) plans, and community readiness.





How We Know We Are Making a Difference

Data indicators that will be used to measure success over time.

Key: ✓ or ✗ indicates whether Eau Claire County did better or worse compared to Wisconsin or the nation.

Data indicator	Eau Claire County	Wisconsin	United States
Percentage of population lacking adequate access to food ²¹	9%	9% =	11.5% ✓
Percentage of adults who report not eating the recommended five servings of fruits and vegetables each day ²²	83%	—	—
Percentage of high school students who ate fruit every day during the past 7 days ⁸	47%	43% ✓	41.8% ✓
Percentage of high school students who ate vegetables every day during the past 7 days ⁸	47%	40% ✓	40.7% ✓



Current Stakeholders

Stakeholders involved in Chronic Disease Prevention Action Team work.

- | | |
|---|---|
| Aging and Disability Resource Center of Eau Claire County | HSHS Sacred Heart Hospital |
| City of Eau Claire | Marshfield Clinic Health System |
| Community Representatives | Mayo Clinic Health System |
| Eau Claire City-County Health Department | Spectrum Insurance Group |
| Eau Claire City Council | The Community Table |
| Eau Claire Parks, Forestry, & Recreation Department | University of Wisconsin-Eau Claire |
| Eau Claire YMCA | University of Wisconsin-Extension (Chippewa, Dunn, and Eau Claire Counties) |
| Group Health Cooperative of Eau Claire | Visit Eau Claire/Wintermission |
| | West Central Wisconsin Planning Commission |

Strategies

Some practices and programs considered by Chronic Disease Action Team to promote healthy nutrition. (= evidence-informed strategies)*

- Environmental and systems approaches designed to provide opportunities, support, and skills to help people develop healthier nutritional behaviors and increase availability of fruits and vegetables for all.
 - Healthy initiatives in community food pantries*
 - Increase access to and utilization of year-round farmer’s markets for a variety of populations*
 - Education on nutritional guidelines
 - Teach skills for healthy food preparation
 - Collaborate with local grocery or convenience stores to encourage purchase of healthy foods

Alignment with State & National Plans

State and national plans were reviewed to help form health priority goals, objectives, and strategies that align with the vision of the state and nation that also consider disparate populations.

Below are some of the specific state or national goals and/or objectives that align with healthy nutrition promotion efforts included in the 2021-2024 Eau Claire County CHIP.

Healthy Nutrition
<u>Healthiest Wisconsin 2020 Objectives:</u> <ul style="list-style-type: none">• Increase access to high-quality, culturally competent, individualized chronic disease management among disparity affected populations of differing races, ethnicities, sexual identities and orientations, gender identities, educational or economic status.• People in Wisconsin will eat more nutritious foods and drink more nutritious beverages through increased access to fruits and vegetables, decreased access to sugar-sweetened beverages and other less nutritious foods, and supported, sustained breastfeeding.• All people in Wisconsin will have ready access to sufficient nutritious, high-quality, affordable foods and beverages.
<u>Healthy WI 2020</u> <ul style="list-style-type: none">• Goal: Eat healthier and move more.• Objective: Increase consumption of healthy foods and beverages and increase physical activity
<u>Healthy People 2030 Objectives:</u> <ul style="list-style-type: none">• <u>Increase fruit consumption by people aged 2 years and over — NWS-06</u>• <u>Increase vegetable consumption by people aged 2 years and older — NWS-07</u>• <u>Increase whole grain consumption by people aged 2 years and over — NWS-09</u>• <u>Reduce consumption of added sugars by people aged 2 years and over — NWS-10</u>